



● Innovative technology for cost-effective connectivity ●

The Background

Possessing more than 30 years' experience, The Entertainer is the UK's largest independent toy retailer.

Headquartered in Amersham, Buckinghamshire, the family-run business sells a wide range of toys and games via 100 stores nationwide and comprehensive website www.thetoystore.com.

The Challenge

Prior to contacting Daisy, The Entertainer's retail stores and head office were linked via dial-up public internet connections. Due to expansion and a desire to protect the large volume of sensitive data traversing the network, the business sought to create a faster, more secure, always-on network across its geographically dispersed locations.

As a key objective, Daisy was to deliver a solution that removed single points of failure, ensuring the business could operate effectively in the event of primary line failure.

Ian Pulsford, Head of IT Services at The Entertainer, said: "As an existing supplier we felt that Daisy's level of support and commitment matched our requirements."

The Solution

In collaboration with Comms365, Daisy refreshed The Entertainer's MPLS Virtual Private Network (VPN), upgrading store DSL access circuits, retaining head office Ethernet bearers and increasing core internet access bandwidth.

To deliver store resilience, each Cisco router features an embedded 'roaming' SIM, providing the business with seamless, automated failover to 3G should either the PSTN or ADSL service fail. While operating on 3G, each store remains part of the corporate MPLS network, with each SIM accessing the 'best available' network, dependent on location and coverage.

Ian said: "Planning was smooth bearing in mind it was new technology and we had to incorporate changes during that time."

All connections within The Entertainer MPLS network also feature the 'Highlight' service, which presents a full picture of circuit utilisation, health and availability.



The Result

Despite an installation period for the primary DSL service, The Entertainer was able to benefit from the solution's connectivity immediately, thanks to the innovative 3G element. The routers also allow the business to provide WiFi functionality to customers at selected stores.

Ian said: "Following the upgrades from Daisy, we have experienced a significant improvement in reliability across all of our stores. It means that we can operate more efficiently across the business, safe in the knowledge that the network connection won't let us down."

Implementing the 'Highlight' tool has provided invaluable 'management to management' information for The Entertainer, conveniently presented in a simple, graphical format. The application allows the retailer to measure existing ROI and to make informed decisions when budgeting, planning or resolving issues in real time.

Ian added: "Taking the opportunity to renew our ADSL commitment has allowed us to take advantage of faster, lower priced connections."

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NB: This is a service provided free of charge to our clients and we will include links to your business' website.

